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Sticky Situation Combined Data

In general we surveyed more female than males. Even though this may be true, the numbers of males are not that far behind that of females. The numbers can never be exactly even because there is always that factor of not finishing the survey, or incorrectly marking an answer. Even though our product is aimed toward women, we felt it was necessary to also include males because our ending product very much can also be used toward men. Also by including both genders we get a variety of responses that may help us improve and solve our problem.

We definitely see a variety of age groups within this chart. For females the peaks seem to be at under 16, and 16-22. While for males the peeks are at under 16, 16-22 and 23-29. The younger population is not surprising mainly due to the fact that younger males and females are more prone to walking long distances and long time periods. For females; however, there seemed to be a peek at 44+. Maybe this range was a little to board, and could have had another interval after 44 years. Overall, the results of this age distribution were good because our product is aimed toward a younger to mid age population that walks a lot.

This chart is indeed unique. Where most female had a peek at a shoe size, males did not. This is mainly due to the fact that males have a larger show size than most women do. It seems as if the peeks for most females were at the shoe sizes between 7-9, while the peeks for most males were at the shoe sizes 9, 10, and 11. It is very surprising that the shoes sizes were at these peeks, yet the half-shoes such as 9.5, and 10.5 had very little responses. Clearly, the females shoe size distribution was between 6-11.5, while the males was 6-15+. Something also noteworthy was that there were no females that answered past 11.5 as their shoe size, while there were tons of males that did.

The responses in this distribution are also varied. It seems as if the males answered more often with lower numbers of shoes acquired than females. The male’s peeks seem to be at 2 and 3 pairs every year. While the females peeks seem to be at 2-5, and 9+. It is not at all surprising that the females had the most amounts of responses at 9+. This is because females own and buy a lot more shoes than males would be ever think about having. This is partly because males have limited types of shoes they can buy, while females have flip-flops. Gym shoes, high-heels, flats, snow boats, UGGS, etc.

Most females and males said that they have had gum gotten stuck to their shoes. This is great justification for our product in which it states that yes people do get gum stuck to their shoes. What also makes this wonderful information is that so little people out of all the survey takes said that they have never gotten gum stuck to their shoe.

Most females and males said that they believe that gum is a hassle to remove once it is stuck onto the shoe. This too serves as great justification that our problem is actually a problem in the American society. This is great justification for our product because it states that people do have a problem removing gum from their shoe, and need a product that will prevent the problem in the first place. What also makes this wonderful data is that so little people, out of all the survey takers, said that they don’t believe it is a hassle to remove. This question; however, relates to the other, in which if the person has never gotten gum stuck to their shoe, they must have answered “no it is not a problem to remove.” The other possibility of answering no was that they had have gum stuck to their shoe, and did not think it was a problem to remove.

Only by a little margin did both females and males answer that they would buy our product. Basically the distribution for both males and females seems to be even, if considered both ways. Even though this is not one of our best result charts, it still holds value in making our product look good. If all American companies could convince half the American public to buy their product they would be rich. When looking at it from that perspective, we got more than half to agree to buy our product, and that is amazing.

For our biggest piece of justification, we are employing the following three charts. Chart A shows the total female population surveyed of 194 women. As the pie chart displays, 90% of the women answered Yes to the question “Have you ever had gum stuck on the bottom of your shoe?” Chart B then takes the population of 175 women that answered Yes to the question and divides them by their response to the question, “Do you think it is a hassle removing gum that has been stuck to the bottom of the shoe?” as the pie chart displays, 96% answered yes, they think it is a hassle. Chart C then displays the responses to the question, “Would you buy our product?” taken from the population of women that have had gum stuck to the bottom of their shoe and think that it is a hassle removing it, therefore having a population of 101 women.

Total: 168

Yes: 101

No: 67

Chart C

Chart B

Total: 175

Yes: 168

No: 7

Chart C

Chart B

Chart A